



International Federation
for IT and Travel & Tourism

ENTER2014 @DUBLIN

Tuesday 21st – Friday 24th January 2014 www.enter2014.org

PROGRAMME

Version Monday, 25 November 2013

Legend

	Cross-conference track
	Research Focus
	Destinations Focus
	Industry and Innovation Focus
	Break – networking – social



WELCOME TO ENTER2014@Dublin

ENTER moves on to new horizons and its 21st edition will take place in Dublin. Organized by the International Federation for Information Technology and Travel & Tourism (IFITT) the ENTER conference offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on information and communication technologies and travel & tourism.

At ENTER 2014, the theme is **Where Social Inspiration meets Dynamic eTourism Innovation**. The conference will explore eTourism opportunities and challenges within the social inspiration context, exploring information and communication technologies concepts, applications, and business models in travel and tourism. Issues to be covered at the conference include, but are not limited to, the following areas:

- Social Networking, Social Media and Social Inspiration
- Context and Location Based Services
- Augmented Reality and Gaming
- Advanced Distribution Systems
- Electronic Marketing and Analytics
- Big data and Cloud computing
- Information Search and Retrieval
- Travel Search and Meta-Search
- Technology Acceptance
- Consumer Inspiration through ICTS
- Information Interfaces and Presentation
- Crisis and eTourism
- ICT Adoption, Use, and Value Creation
- Legal and Social Aspects
- Website Design and Evaluation
- E-Learning and distributed learning
- Cultural Heritage and Sustainability
- Mobile Services
- Context-Aware Systems
- E-strategy and e-Business models
- ICT for Regional Development
- Recommender Systems
- Intelligent Systems
- Web 2.0 and Web 3.0
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation

The conference brings together the research community with industry and it is organised in three streams namely, industry, destination and research track. The conference also features 6-8 world class keynote speakers. All submissions to the research track are rigorously evaluated for novelty, significance, and soundness.

The ENTER conference makes a continuing contribution and ground breaking interactions within the IFITT community.

We look forward to welcome you to Dublin, the capital of Irish hospitality.

Professor Dimitrios Buhalis
IFITT President

Professor Wolfram Höpken
ENTER2014 Chair

Monday 20 th January 2014		
19:30 – Late	Informal get together – Dinner/drinks Join us for a drink and a bite to eat [at delegates expense]	
Tuesday 21 st January 2014 ENTER PhD Workshop Located @ DIT, Cathal Brugha St Campus		
08:30 – 09:15	Registration and Coffee Break	
09:15 – 09:30	Welcome and Opening Remarks: IFITT President Message: Dimitrios Buhalis (Bournemouth University, UK) Room: M2.09 PhD Workshop Chairs: Rodolfo Baggio (Bocconi University, Italy), Alessandro Inversini (Bournemouth University, UK), Marianna Sigala (University of Aegean, Greece), Juho Pesonen (University of Eastern Finland, Finland)	
09:30 – 10:00	Keynote: Stefan Klein (University of Münster): Engaged Scholarship Room: M2.09	
10:00 – 10:45	Research Proposal Presentations & Discussion	
	Group A (Rodolfo Baggio, Juho Pesonen) Room: M2.04 Kevin Kayani: The Impact of ICT on the Brick and Mortar Travel Agents and Supply chain positioning Marta Garcia Gonzalez: Food, tourism and urban economic development: An ICT role?	Group B (Marianna Sigala, Alessandro Inversini) Room: M2.09 Brahim Kermia: Electronic public relations in tourism Case study : algerian government tourism agencies Helene Grousset-Rees: An investigation into the digital market research habits of Welsh tourism micro-enterprises
10:45 – 11:15	Coffee Break	
11:15 – 13:00	Research Proposal Presentations & Discussion	
	Group A (Rodolfo Baggio, Juho Pesonen) Room: M2.04 Jing Ge: Tourism Marketing Communications on a Chinese Social Media Platform Cátia Figueiredo: A proposal for evaluating the tourist user experience with gestural interfaces Meikun Loi: The influence of social media and eWoM in online reputation and brand personality: a hotel context Jessika Weber: Augmented Reality Gaming: A new Paradigm for Tourist Experiences? Seyed Shahabeddin Pourfakhimi Abarghouei: The Impact of Users' "Online Reviews" and "Ratings" on Consumers' Behaviour toward Hotel Selection Factors	Group B (Marianna Sigala, Alessandro Inversini) Room: M2.09 Lidija Lalicic: Co-creating the destination brand through user generated content Soraia Ferreira, Artur Pimenta Alves and Célia Quico: Location Based Transmedia Storytelling: Enhancing the Tourism Experience Roland Atembe and Bilal Akbar: Tourists Co-creation Experiences Onsite-Enabled by Mobile Devices Aoshuang Zhang: The role of social media in facilitating the interactions of conference attendees: A case study Barbara Neuhofer: The Technology Enhanced Tourist Experience
13:00 – 14:00	Lunch Break	

14:00 – 14:30	<p>Keynote: Marianna Sigala (University of the Aegean): Social Media and Service Innovation in Tourism - Research Opportunities from a Service Dominant Approach Room: M2.09</p>	
14:30 – 15:30	Research Proposal Presentations & Discussion	
	<p>Group A (Rodolfo Baggio, Juho Pesonen) Room: M2.04</p> <p>Atanu Garai: Improving Carrier Access during Rural Emergencies (I-CARE) Yeongbae Choe: Why do travellers change their trip? Effects of information, situation, and individual factors</p>	<p>Group B (Marianna Sigala, Alessandro Inversini) Room: M2.09</p> <p>Heather Kennedy-Eden: Do Smart Phones Bring Us Closer? A family life and vacation perspective Konosoang Mipti: The potential use of ICT enhancing agrotourism in Lesotho Michael F F Yong: Factors affecting consumers attitude and intention toward online airline ticketing</p>
15:30 – 16:00	Coffee Break	
16:00 – 16:30	<p>Review & Panel Discussion Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen Room: M2.09</p>	
16:30 – 17:00	<p>Presentation - Thesis Excellence Award Winner Room: M2.09</p>	
17:00 – 17:30	<p>Awards Ceremony and Closing Remarks: Rodolfo Baggio, Alessandro Inversini, Marianna Sigala, Juho Pesonen Dimitrios Buhalis (IFITT President and Bournemouth University) and Ulrike Gretzel (IFITT and University of Wollongong) Room: M2.09</p>	
19:30 – Late	<p>Informal get together – Dinner/drinks Following the PhD Workshop Informal dinner and drinks[at delegates expense]</p>	

Wednesday 22 nd January 2014 Conference Registration						
08:00 – 09:00	Exhibition and Conference Registration					
09:00 – 09:30	<p align="center">Welcome, Conference Opening Room: Purple & Red</p> <p align="center">OFFICIAL WELCOME Dimitrios Buhalis President IFITT, Welcome to ENTER2014 Wolfram Höpken, ENTER2014 Chair, Welcome and Team Presentation Patrick Horan, Conference Host, Welcome and Administration</p>					
09:30 – 10:30	<p align="center">KEYNOTES Room: Purple & Red</p> <p align="center">Mike Short (Telefonica Europe / O2): Internet for All – Impact on Tourism and Travel</p> <p align="center">Des O' Mahony (Bookassist): How Mobile Is Transforming Hospitality and Distribution</p> <p align="center">Moderator: Dimitrios Buhalis (IFITT, Bournemouth University)</p>					
10:30 – 11:00	Coffee Break					
11:00 – 12:30	<p>Destinations Focus Room: Purple</p> <p>New Approaches to Digital Content Moderator: Nick Hall (Digital Tourism Think Tank)</p> <p>Tine Thygesen (Everplaces): Mastering both Timing and Relevance in your Mobile Content Strategy</p> <p>Anna Skrzypek (Yahoo!): Compelling Content and Immersive Brand Experiences to Keep Destinations Relevant in a Changing Digital Landscape</p> <p>Günter Exel: Blogger Relations – Hype or Trend? The Definite Do's and Don'ts for Destinations</p>	<p>Industry and Innovation Focus Room: Red</p> <p>Constant Connectivity Moderator: Ehud Ben-haim (Google)</p> <p>Ehud Ben-haim (Google)</p> <p>Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB)</p> <p>James Connelly (Fetch)</p> <p>Ann Reilly (Adara)</p>	<p>Research Focus Room: Achill</p> <p>Mobile Tourism</p>	<p>Research Focus Room: Blasket</p> <p>Social Media</p>	<p>Research Focus Room: Valentia</p> <p>ICT Adoption & Use</p>	<p>Irish eTourism Day Room: Green & Gold</p> <p>Managing the Customer Experience in the Social Age Moderator: Theo Lynn (DCU)</p> <p>Celine Weldon (Guinness Storehouse): From Customer Elation to Gamification</p> <p>Paul Savage (ZolkC): Augmented Reality – The World Is What You Make It!</p> <p>Bobby Healy (CarTrawler): To B.E or not to B.E: The Future of Retailing in the Online Travel Sector</p>
12:30 – 14:00	Lunch and PhD Poster Presentation			Working Lunch for Information Technology and Tourism Journal Board (Room: Aran)		
14:00 – 15:00	<p align="center">KEYNOTES Room: Purple & Red</p> <p align="center">Richard Lewis (Interchange & Consort Hotels; Best Western Hotels GB): Future Hunting in the Hospitality Industry</p> <p align="center">Ana Escurin (NH Hotels): The Social Traveler, a Global Review</p> <p align="center">Moderator: Andy Frew (Queen Margaret University)</p>					<p align="center">Irish eTourism Day Room: Green & Gold</p> <p>Managing the Customer Experience in the Social Age Moderator: Theo Lynn (DCU)</p> <p>Niall Harbison (PR Slides): Apps, Traps & Mishaps</p> <p>Feargal Mooney (Hostelworld): eDistribution Optimisation: Pick'n'Mix.</p>

Wednesday 22 nd January 2014 Conference Registration						
15:00 – 16:30	<p>Panel Discussion Room: Purple & Red</p> <p>Meta Search and Social Media - The New Battlegrounds for the Consumer?</p> <p>PANELISTS Aoife Desmond (Facebook) Dave Pavelko (Google) Scott McLure (TripAdvisor)</p> <p>Moderator: Gareth Gaston (Wyndham Hotel Group)</p>				<p>Irish eTourism Day - Panel Discussion Room: Green & Gold</p> <p>Brian Harte (Tourism Ireland): How Technology Enables the Irish Tourism Product – Where Are We Now</p> <p>How Technology Enables the Irish Tourism Product - A 2020 Vision</p> <p>PANELISTS Shane Nolan (Google) Orla Carroll (Fáilte Ireland) Colm Lyon (Realex Payments) Brian Harte (Tourism Ireland) Kate Simpson (Facebook)</p> <p>Moderator: Alex Gibson (DIT)</p>	
16:30 – 17:00	Coffee Break					
17:00 – 18:30	<p>Research Focus Room: Purple</p> <p>Search and Information Use</p>	<p>Research Focus Room: Red</p> <p>User Tracking and Modelling</p>	<p>Research Focus Room: Achill</p> <p>Organizational Use of ICT</p>	<p>Research Focus Room: Valentia</p> <p>Mobile Tourism</p>	<p>Research WORKSHOP Room: Blasket</p> <p>Future Research Issues in IT and Tourism</p> <p>Moderators: Ulrike Gretzel (University of Wollongong), Stefan Klein (University of Münster), Francesco Ricci (University of Bozen-Bolzano), Hannes Werthner (Vienna University of Technology)</p>	<p>Irish eTourism Day Destination WORKSHOP Sponsored By Fáilte Ireland Room: Green & Gold</p> <p>Digital Strategy & Differentiation – A Tourist Board Perspective Moderator: Tinkara Pavlovic</p>
18:30 – 19:30	<p>IFITT AGM Room: Purple & Red (IFITT members only)</p>				<p>DUBLINE Discovery Trail: Departing Chartered Accountants House to the Reception at the Guinness Storehouse (www.dubline.ie)</p>	
19:30 – 23:30	<p>ENTER2014 Welcome Reception at the Guinness Storehouse</p> <p>DRESS CODE: Smart Casual</p>					
23:30 – Late	Late Social [at delegates expense]					

Thursday 23rd January 2014

08:00 – 09:00	Exhibition and Conference Registration							
09:00 –10:30	Destinations Focus Room: Purple		Industry and Innovation Focus Room: Red		Research Focus Room: Green	Research Focus Room: Gold	Research Focus Room: Achill	Research Focus Room: Blasket
	Creativity and Innovation in DMOs' Digital (Marketing) Communications Moderator: Tinkara Pavlovic		Effective Use of Search and Social Media Marketing Tools Moderator: Dimitris Serifis (Nelios.com)		Travel Technologies and Distribution	ICT Adoption & Use	Destination Management Organizations	Social Media
	Ciaran Doherty (Tourism Ireland): TourismIreland.com: The Next Generation Destination Digital Communications		Ross MacDonald (Bluepost Digital): Should Travel Businesses Still Be Investing in SEO?					
	Manolis Psarros (Aboutourism): Destination Marketing: Integration All the Way		Nikolas Cookies (Watertron): The Impact of Graph Search in the Travel Industry					
	Adrian Hickey and Helen Jackson (University of Ulster): History Space: Navigating the Destination Using Augmented Reality		Roman Egger (Salzburg University of Applied Sciences): Get Inspired - How Big Data Tells You Where to Travel					
10:30 –11:00	Coffee Break							
11:00 – 12:30	Panel Discussion Room: Purple & Red							
	Moments of Truth: Developments in Online Advertising							
	PANELISTS Nate Bucholz (Google) Aoife Desmond (Facebook) Sean O'Connor (Bing)							
	Moderator: Ehud Ben-haim (Google)							
12:30 – 14:00	Chapter Lunch							
	CHAPTER SUMMIT Italy	CHAPTER SUMMIT Greece	CHAPTER SUMMIT Australia	CHAPTER SUMMIT Spain	CHAPTER SUMMIT Austria	CHAPTER SUMMIT Switzerland	CHAPTER SUMMIT Scandinavian	
14:00 – 15:00	KEYNOTES Room: Purple & Red							
	Thomas Rödel (Amadeus): Contextual Relevance in Online Travel							
	Kevin O'Sullivan (SITA): Beyond the Smart Phone							
	Moderator: Wolfram Höpken (Hochschule Ravensburg-Weingarten)							
15:00 – 16:30	Best Research Papers Room: Purple & Red							
	The best PhD workshop paper and 3 shortlisted best research papers and awards Chairs: Zheng Xiang and Iis Tussyadiah							
	BEST PhD Workshop paper ***To be announced ***							
	Shortlisted BEST Conference Full Papers							

16:30 – 17:00	Coffer Break					
17:00 – 18:30	Destinations Focus Room: Purple DMO Innovation Case Studies Moderator: Ramona Wagner (Digital Tourism Think Tank) Ramona Wagner (Digital Tourism Think Tank): Leading Case Studies in Destination Marketing Taken from the Digital Tourism Brand Index Miquel Alabern Nebot (Catalan Tourist Board): Sharing the Success of Instagram - Engaging the Travelling Community Catherine Fischer (German National Tourist Board): German Youth Hotspots - Engaging the Youth Market through a New Approach to PR	Research Focus Room: Red Big Data / Business Analytics	Research Focus Room: Green Organizational Use of ICT	Research Focus Room: Gold Search and Information Use	Research Focus Room: Achill User Tracking and Modelling	Research Focus Room: Blasket Social Media
19:30 – 23:00	ENTER2014 Dinner [Dress Code: Semi-formal] Social Networking Awards (Industry / Destination / Hannes Werthner / Best Paper) Awards Ceremony - Ulrike Gretzel and Dimitrios Buhalis					
23:00 – Late	Late Social [at delegates expense]					

Friday 24 th January 2014						
08:00 – 09:00	Exhibition and Conference Registration					
09:00 – 10:30	Joint Industry and Destinations Focus Room: Purple Digital Landscape across Asia Moderator: Paul Baron (Tourism Victoria) Vicky Wang (Intelligence Tourism - ITF): Following the Yellow Brick Road to a Smarter Tourism: Intelligence Tourism in China Michael Zhu (Interstate China Hotels & Resorts): Current Issues and Future Trends of China Hospitality Information Technology Huey-An Wu (Hi-Power Digital World Company): The Innovative Use of Technology in Tourism in Taiwan & Asia	Research Focus SHORT PAPERS Room: Red Big Data / Business Analytics	Research Focus SHORT PAPERS Room: Green Social Media	Research Focus SHORT PAPERS Room: Gold ICT Adoption & Behavior	Research Focus SHORT PAPERS Room: Achill Travel Technologies and Distribution	
10:30 – 11:00	Coffee Break					
11:00 – 12:30	Destinations Focus Room: Purple Games in Tourism Moderator: Dimitrios Buhalis and Jessika Weber (Bournemouth University) Jessika Weber & Dimitrios Buhalis (Bournemouth University): Augmented Reality Gaming: A New Paradigm for Tourist Experience? Antonio Coelho (Porto University): Location-based Games for Tourism Mads Haahr (Haunted Planet): Ghost Hunt - An Augmented Reality Game Franz Schubert (Sprylab-Tripventure): Augmented Reality Games in Urban Destinations Hans Petter Aalmo (Visit Norway): Holmenkollen Ski Jump -A Game to Enspire Tourist Travelling	WORKSHOP Room: Red Collaboration, Competition and a Healthy Travel Industry Moderator: Valyn Perini (OpenTravel Alliance)	WORKSHOP Room: Green Smart Tourism Ecosystems in Korea Moderator: Chulmo Koo (Kyung Hee University)	WORKSHOP Room: Gold MOOCs Development for Tourism and Hospitality Curriculum Moderator: Lorenzo Cantoni (University of Lugano)	Research Focus Room: Achill Semantic Technology & Recommender Systems	Research Focus Room: Basket Design, Usability & User Experience
12:30 – 13:30	Lunch					

Friday 25 th January 2014	
13:30 – 14:00	<p>KEYNOTES Room: Purple & Red</p> <p>Liz Ward (Australian Tourism Data Warehouse): 12 Years of the Australian Tourism Data Warehouse - What We've Learnt and What the Future Holds</p> <p>Moderator: Paul Baron (Tourism Victoria)</p>
14:00 – 15:00	<p>Panel Discussion and ENTER2014 Final Conclusions Room: Purple & Red</p> <p>ICT and Tourism – Important Trends and Next Revolutions</p> <p>PANELISTS Kevin O'Sullivan (SITA) Paul Baron (Tourism Victoria) Ehud Ben-haim (Google) Orla Carroll (Fáilte Ireland) Zheng Xiang (Virginia Tech)</p> <p>Moderator: Hannes Werthner (Vienna University of Technology)</p>
15:00 – 15:30	<p>Conference Closing and Announcement of ENTER2015 Location Room: Purple & Red</p> <p>President IFITT Dimitrios Buhalis, ENTER2014 Chair Wolfram Höpken, Conference Host Patrick Horan</p>
	ENJOY DUBLIN
20:30 – Late	Informal Dinner/ Late Night Socials [at delegates expense]

LOOK FORWARD TO WELCOME YOU TO ENTER2014 IN DUBLIN



REGISTER ON: www.enter2014.org